



THE Gateway

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University of Nebraska at Omaha

Friday, April 24, 1987

UNO grad studies attitudes toward homosexuality

By NANCY CORMACI
Staff Reporter

Because of the publicity surrounding AIDS, "people are forced to take a stand on homosexuality," said Greg Herek, assistant professor of social psychology at the City University of New York Graduate Center.

Herek began his research on people's attitudes toward homosexuals 10 years ago as an undergraduate sociology/psychology major at UNO.

In Herek, a 1977 UNO graduate, spoke on public attitudes toward homosexuals and the functions served by these attitudes at the psychology department colloquium April 15 in the Milo Bail Student Center.

In recent years, he said he has observed an increase in people with opinions regarding homosexuality — opinions he believes are an outcome of AIDS publicity. "Ten years ago, more

people said they hadn't thought about homosexuality and had no opinion, positive or negative," Herek said.

Since the outbreak of AIDS hysteria, Herek has appeared on the NBC Evening News, ABC's Good Morning America and 20/20 to discuss the development of attitudes toward homosexuality. Herek said not much research has focused on these attitudes, which are becoming more and more important because of AIDS.

After leaving UNO, Herek continued his research at the University of California at Davis, where he received his Ph.D. in social psychology at Yale University and in the community of New Haven, Conn. Herek's studies measured the function these attitudes served by analyzing essays based on either favorable or unfavorable opinions of homosexuals.

He said negative attitudes toward homosexuality often served a defensive function, protecting the individual's self-esteem. These

individuals expressed a strong discomfort for homosexuals of their gender and often cited an unpleasant experience with a homosexual, Herek said.

He also observed attitudes which served a self-expressive function. These individuals expressed their approval or disapproval of homosexuality in terms of their personal values. This self-expressive function was most common in college students and in people who expressed strong religious values.

However, the most prevalent dividing line between positive and negative attitudes was the education level of an individual, Herek said. Negative attitudes surrounding homosexuality and AIDS occur because "people want someone to blame when they don't know what's going on," he said.

Herek is currently developing video messages which are to be used in AIDS education. The tapes focus on two main themes. One pre-

sents facts on AIDS and how individuals can protect themselves, while the other focuses on humanitarian values, such as being a good American and caring for others.

"In educating the public," Herek said, "it is not enough to just throw facts at them. People who have more expressive types of attitudes don't hear and have a resistance to change."

Herek believes education is necessary to prevent the fear and hysteria surrounding AIDS from getting worse. "This country needs to invest in public education. We need to talk about sex and teach people how not to transmit AIDS."

Herek, a member of the American Psychological Association's Committee on Lesbian and Gay Concerns, said the country must work quickly to combat prejudice toward homosexuals before it becomes dangerous. "Prejudice toward homosexuals must not be tolerated by political and religious leaders," Herek said.



Modern art

UNO senior Wayne Huffman examines the artwork of Bob Wengel at the UNO Art Gallery. The work will be on display through today as part of the Bachelor of Fine Arts Thesis Exhibition.

Photo by Akitoshi Kizaki

Election rules vague Complaints led to revision

By TIM McMAHAN
Staff Reporter

Poll workers from the Douglas County Election Commission will be hired for next fall's Student Government elections as part of revisions being proposed by UNO Election Commissioner Jerald Hohndorf on the current election rules.

"There were so many complaints filed last fall after the Student Government elections that we found that a lot of the rules were vague. This is simply a revision to answer a lot of unanswered questions," Hohndorf said.

The poll workers would be paid a minimum of \$3.35 and be hired directly from the Douglas County Election Commission. Their jobs would be to sit at the poll at specified hours during the election to prepare ballots and give them out.

"It creates a lot more objectivity when it's done by professionals rather than students, who have to fill in between classes," Hohndorf said.

In addition, Hohndorf said it would "free up" the UNO election commission to do other jobs rather than man the polls. "Filling in the polls is probably one of the biggest jobs the election commission has," he said.

Hohndorf said a second major proposed rule

change is a computerized, optical-scan ballot system (similar to the computer-scored, "fill-in-the-circle" tests given in many schools). He said there will be two ballots: one for the class elections and the other for referendums. The new system would reduce the number of ballots and waste less paper than the current system, but results from the election would take longer to tally, he said.

"We won't know the results until the next day because we cannot demand priority for them (computers). Teachers take priority and rightfully so," he said.

The University of Nebraska at Lincoln began using a computerized balloting system last year and "seem to like it," Hohndorf said, and campus computing would draw up the programs.

"We will have a relatively certain count, and we won't have people making accusations of vote fraud. It's just a more objective way to count ballots," he said.

Among the other proposed changes are the addition of rules allowing special elections for referendums, a "cleaning up" of the certification process allowing for a more orderly method for senators to take their seats and specifications for changing election rules.

The revisions will be sent to the rules committee and then on to the full senate for approval.

Record store owner realizes 'American Dream'

By BETTY DYHRBERG
Senior Reporter

With \$3,000 in his pocket and a burning desire not to work for a living, UNL graduate Bruce Hoberman has realized the American Dream.

In 1971 he and his partner opened the first Homer's Record Store in the Old Market. Today he has expanded to four stores in the Omaha area and has a wholesale division that serves 30 states and employs 105 people.

But going into business was not something Hoberman planned to do.

"I wanted to become a college professor and teach Renaissance Literature," he said to a crowd of about 200 people in the Eppley Auditorium at UNO during the first annual "Business Week."

But before finishing his master's degree, Hoberman said he decided to take a year off to spend a little time in the "real world" before devoting his life to academia.

While he was in Omaha, Hoberman met with a friend who he said "had \$3,000 and a burning desire to start a business."

"I had no particular plans for the year, and starting a business just seemed like a good idea at the time," he said. "I also had this need to be in charge, and I was scared to death to work for anybody else."

Though Hoberman had no business experience, he said opening a store really wasn't a risky venture. "After they got the first \$900 out of me, I had nothing left to lose."

Hoberman had been living in other parts of the country in the late '60s and early '70s. At that time, music was an im-

portant part of campus life.

"I was a real campus radical in the late '60s," he said. "I had strong negative feelings about the culture. I was involved in it, thought all businesses were corrupt, so I set out to open a business that would treat people with respect."

Hoberman and his partner decided to open a record store in the Old Market area of Omaha and call it "Homer's."

"The name doesn't mean anything," he said. "We just thought it sounded good."

Hoberman said he originally had two partners — his friend who had the \$3,000 and the father of the woman who owned the only available retail space in the Old Market area.

"Her father said he'd rent us the space if we took his daughter into business with us," Hoberman said. "So we did." The first store was at 1109 Howard Street, where Jethro's Records and Gifts is now located.

However, five months later the owners came to a parting of the ways. "We had a disagreement over how we wanted to run the business," Hoberman said. "So my partner and I bought her out. Because of this, her father evicted us, so we moved up the street to where we are located now (1114 Howard Street).

"I didn't know it at the time," Hoberman said, "but someone finally explained to me that business solves problems. If you don't have a problem, you don't need a business."

In this respect, Hoberman said they were lucky. "At the time we opened our store, there was nobody discounting records in Omaha."

They then decided to promote their new business by advertising on the radio. "We spent \$1,500 on advertising," Hoberman said, "because we felt this was the key to bringing

customers into the store." This was half of all the money they had.

"We advertised our records for \$3.95 including tax," Hoberman said. "We chose that price so we wouldn't have to give back pennies. But it never occurred to me that people might buy more than one record at a time," he said. "I know I didn't when I was in college."

In the beginning, they bought their records from Records & Tape Inc., a wholesale company a few blocks up the street from Homer's.

"I was the only full-time employee when we opened the store," Hoberman said. "So when we ran out of records, I had to put a 'gone fishing' sign in the window while I ran up the street to buy more."

The business grew quickly and so did Hoberman's role. "I See Homer's

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Correction

Three names were inadvertently omitted from the story "Professors, students receive award," Gateway April 17. Rezzella Harris received the Vice Chancellor's Award at the Annual Honors Convocation April 12. The two outstanding graduate student awards were given to Sharon Arnold and Sarah Kovo.

The Gateway regrets the error. Congratulations to all who received awards.

Comment

Children are consumers too

Part one of a two-part column.

The "new mother" and the "dual-career couple" have been the major focus of marketers and advertisers, but very little is known about marketing to the "new child," according to Selina Guber, president of Childrens' Market Research. Other researchers agree that little is known about marketing to children, yet the children's market is expected to continue growing in the coming years.

What researchers do know is that children learn their basic consumer buyer patterns at a very early age, and while they may not be the actual buyers, they still exert influence on product consumption.

Many people still question aiming advertisements at chil-

Sharon Welch

dren. The problem here is that too often we simply scale down adult values and apply them to children's products. Brenda Dailey, manager of product testing for Milton Bradley Company, has summed up the problem: "You can spend your entire life in the toy industry and still learn more about a game from an 8 year old than from sitting behind a desk."

In other words, if we don't have an understanding of the complexity of the stages of childhood, it then becomes difficult to market to children effectively.

The first step then that marketers need to take is understanding this "new child." Guber notes some of the differences in the new child: being aware of brand name items even before the child is able to read; knowing when something is "good for you"; believing money is good to have now and when you grow up; and taking a more active role in family purchasing decisions.

Children constitute a unique market, and many businesses run on the assumption that everyone sees everything the same way. With children this does not work.

When we look at the market "through the eyes of children" and introduce a "new product" because children have told us they like it, we are beginning to understand the "new child."

If we can accept the challenge of seeing things in new ways, we will find that the children's market is as intelligent, consistent, understandable and logical as any other group of consumers. The better we understand children the better we will be able to communicate to them.

It is difficult to survey a child because you rarely get a direct answer when speaking to a child. In fact, children very often communicate what the adult wants to hear rather than what they actually feel. But several recent studies have demonstrated successful ways to obtain meaningful information from even very young children.



'U.S. is hostage to its technology'

Harold Brown, Jimmy Carter's Secretary of Defense, once summed up arms control efforts between the United States and the Soviet Union in the following words: "We build; they build. We stop, they build." Brown's statement accurately reflected the general sense of frustration that the United States felt after finding out that the Soviets had not been abiding, in letter or spirit, by the earlier SALT and ABM treaties.

Once burned and twice shy, U.S. policy makers have ever since been determined not to make the same assumptions and miscalculations when it comes to negotiating arms control agreements with the Soviets. Ronald Reagan's condemnation of SALT II during his 1980 presidential campaign attests to the concern that we not find ourselves suddenly and surprisingly disadvantaged by any possible future Soviet treaty violations.

However, early U.S. naivete is now quite probably leading us down a road that could prove to be, at best, dubious and, at worst, very dangerous. The pursuit of SDI has given the illusion that we can somehow be rescued from the threat of nuclear annihilation. Or, as President Reagan explained in March, 1983, SDI "would make nuclear weapons impotent and obsolete."

William Head



Unfortunately, what Reagan and others who support SDI have failed to articulate is that by making nuclear weapons useless, we will automatically be creating new and more catastrophic weaponry. We would be putting one genie back in the bottle at the expense of releasing a far more destructive genie. This is because deployment of SDI will require the discovery of new and more powerful weapons to both test the system and protect it from attack.

It should be noted that the possibility of SDI is beyond ques-

See Comment
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Viewfinder

Opinions solicited by Tim McMahan



Blair Nichols, junior elementary education

"The woman who contracted for the baby should, I believe, be putting out so much energy, effort and planning which tells me that they'll put that much into raising the child."



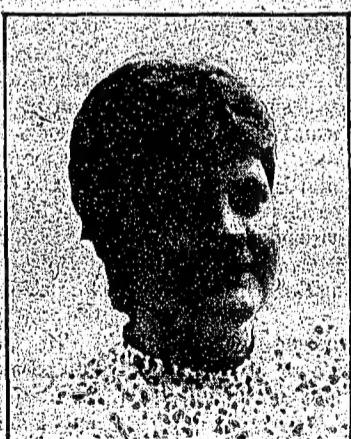
James Mathews, junior Spanish education

"The parents who paid the money because it's a contract. She wrote it down, she knew what she was getting into. I don't even think she should even get visiting rights because it will confuse the kid."



Sunny Andrews, professor/director of the School of Social Work

"The contracting couple or individual should not get involved unless they have clear information and knowledge about what is involved. Both parties should receive consulting with regard to the issues before the contract is made, and I believe the contract should be binding."



Mary Kreiker, freshman elementary education

"If they are legally bound to a contract, the contracting parents should get custody. But it's not just a contract decision; there's a lot of emotions and lives involved. I can understand the 'surrogate' mother for not wanting to give up her child. There's a strong bonding between them."



Susan Kealy, senior broadcasting

"You have to take each case individually. There's a lot of consideration involved. The 'surrogate' mother would have to be an exceptional person to give away her child for money. If genetically it were not her child at all, it would still be hard to give away the child. It goes beyond legalities."

'SDI will require new and more powerful weapons'

Comment
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tion. It may be a long time coming, but there are few things in life as powerful as an idea. Besides, who can argue with a scientist's imagination? So, regardless of the skepticism that surrounds its feasibility, SDI can be a reality if we so choose.

There are, however, some important questions we must face before we accept SDI as desirable and inevitable. This goes beyond just the current problem with trying to reinterpret the ABM treaty which clearly makes many aspects of the SDI program illegal.

First, are we willing to pay the estimated \$1 trillion that SDI would cost if it can be deployed by the first part of the 21st century? Bear in mind that \$1 trillion is half of our current national debt. One trillion is that nearly incomprehensible figure that mathematicians say can not be counted in just one or two consecutive lifetimes.

A good deal of the research for SDI will be farmed out to other countries, and what work is done in the United States will not significantly increase employment. Rather, it will help a handful of government contractors get richer. As many have suggested, it's time to get aboard the SDI gravy train. I suppose we should be used to having our tax dollars funneled into the pockets of a few corporations who often are more profit than quality oriented. Look at it this way: If a toilet seat cost us

\$600, how much will an SDI floppy disk run? But the problem with SDI goes much further than dollars and cents.

Many SDI supporters assume that since the Soviets are preoccupied with domestic economic reform, they will be unable and unwilling to keep pace with our efforts to build a protective shield in space. However, the Soviets would be more than willing to forego economic recovery and prosperity if it meant preventing the United States from achieving the enormous military advantage that SDI would give. A Soviet general once remarked that the Soviet people would eat nothing but potatoes if that's what it took to keep up with the United States.

Well, bring on the spuds because SDI can only be viewed in the most serious terms by the Soviets. And as much as Reagan and others may insist that SDI is "defensive" in nature, it has clear-cut offensive implications including *ipso facto* first strike capability. Remember, the first priority of this space shield and its ground-based counterparts will be to protect missile silos, not civilian populations. The United States would never allow the Soviets such an advantage as SDI would entail, so what makes U.S. policy makers think the Soviets would allow us the same? Thus, we may very well be forcing the Soviets to act in the most militaristic means possible to prevent SDI deployment.

Many will argue that the Soviets have already begun their own SDI program and are well ahead in laser research. This is true and might, in the end, prove to be a sufficient enough reason for us to continue our own research. However, now is the time

for both sides to agree to limitations and restrictions. We need to take a very close look at where SDI is taking us and be absolutely sure about the kind of environment we will leave our children.

Of course, humankind is notoriously inconsiderate of the future. Something that has always made nuclear weapons a little easier to live with is the notion that while a nuclear war *may* occur, it is not likely to take place in our lifetime. We have rationalized the threat, perhaps in the naive hope that the danger will simply disappear. Well, it won't, and we need to move from a world of Mutually Assured Destruction to Mutually Assured Detente.

We have become hostages of our own technology that has reduced decision making time and options to levels so low that much of the world could be destroyed without anyone even knowing that a state of war existed.

The Soviets will simply be compelled to counter SDI by whatever means available, regardless of the potential consequences, just as we would be obligated to do the same in order to protect ourselves.

If SDI research and deployment proceeds unhaltingly, there is little doubt that the arms race will move to space. And, even if you are willing to accept SDI as a purely defensive system, it will only be a matter of time before offensive weapons make their way to space. It is worth remembering that humankind has never developed a weapon and then not used it.

Letters

'Wake up senator'

To the editor:

I find Student Sen. Don Carlson's statement about AIDS unbelievable. He is afraid to have input from the Gay and Lesbian Organization on campus because, "We don't want to scare anybody away" (Gateway, April 3).

If Mr. Carlson thinks homosexuals are "scary," wait until he has to deal with AIDS policies for UNO. Fear of AIDS has become, probably, the biggest barrier to its prevention.

The gay population is, after all, the most at-risk group, and shouldn't be ignored in any discussion of AIDS. They are the people who have the knowledge and resources for dealing with the problem. Would you bar blacks from a discussion of sickle cell anemia, or Jews from issues about Ty Sachs disease?

UNO and Sen. Carlson have to wake up to the realities of the 1980s. If Carlson thinks his responsibility is to "avoid controversy," he should consider leaving the Student Senate or be in charge of something "safe," like the parking meter committee.

John Fimple,
UNO student

'Find creator in self'

To the editor:

Mr. Michael Steil's recent letter to the Gateway (April 10), while sound, was written with Rohrschach-like precision.

The letter is quick to place the Christian Catholics that were involved in the Inquisition safely behind the skirt of the Spanish government — seemingly to absolve Christianity of the re-

sponsibility for countless tortures in the name of Christ.

The letter continues to build its walls of sand around the Vatican's recent denunciation of artificial insemination. It may be true, as Mr. Steil points out, that up to seven ovum may become fertilized at one time and that several are not used in the insemination process. But to assert that "diabolical" experiments are conducted on the remaining "human beings" stretches the imagination. Come now, Mr. Steil, we all may cringe a little or a lot — or not at all — over the Supreme Court's Roe v. Wade decision, but your implied comparison of the scientific community's work with fertilized ovum that is but hours old to the work of Dr. Frankenstein and his brain exchanges is hardly reasonable.

Later Mr. Steil conjures up the dubious "fact" that abortion is a crime. Many of us are not so sure. However, many are sure that the Christian ethics that spawned your grossly biased pronouncements are deleterious to western civilization. Some would go so far as to say that Christianity is the chambermaid that prepares the deathbed for western civilization.

Later in the letter, we find that not following the pope's decree concerning artificial insemination places us on the path to "doom." When I last checked, the pope spoke for only a small percentage of Christians, and many of them ignore him and his advice. The pope is simply a mouthpiece for one of the world's largest organized religions. He may be bright, sincere and ten times the spiritual person I'll ever be, but "The Almighty" he ain't.

I suppose, Mr. Steil, that you might see Mr. Head and myself as "heathens." I am sorry to disappoint you, but there are many people who do not consider that an insult. Perhaps you would never use that word or label your fellow man, but there are many that would. It is to them that I address the remainder of

this letter.

As I have stated, many of today's Christians have made the terms "heathen" (defined as one who believes in none of the world's major religions or gods) and "secular humanist" bear the connotation of an insult. Let's be realistic: when most Christians say "secular humanist," they say it more closely to how they say "blasphemous heretic" than "Labrador retriever." Some might say that many Christians label people as heathens because they are envious — only the envious stoop to insults.

A long time ago, it was considered a disgrace to be Christian. But then, slowly but surely, Christian proselytizing began to win over the masses and the tables were turned. At the very least, those who chose not to be Christian were — and sometimes are — considered "odd."

Maybe those who choose not to believe in Jesus Christ simply refuse to shortchange themselves. Nor do they choose to bargain with a god who may have made a brief appearance on earth 2,000 years ago. Maybe they do not repent because they have nothing to repent. Maybe they choose not to betray the divinity within themselves by offering their soul to an alien god.

Many Christians I have met are itching to get to the next world and be with God. Can any man be great who is consumed with a desire to return to be dust? Can any man be happy in this world who holds the world in contempt? And, can any man bear the creator in his soul who despises divine creation?

Many of the heathens and secular humanists of today have chosen to throw away the beggar's rags of humility and repentance and have attired themselves in the noble garments of their manhood and womanhood. They admit their mistakes, but unlike many Christians, they choose to stand by their deeds and pursue the long, arduous path of self-improvement without the aid of an alien god who forgives any and all transgressions.

Some say, "Be free, break the bonds of years of doubt and find the creator within yourself. You have nothing to lose but the chains of Christianity."

Charles Dragon,
UNO student

FROM THE "MY HOW THINGS HAVE CHANGED" DEPARTMENT:

1957

1987

HEALTH CLASS
TODAY'S TOPIC:

AIDS

BE SURE TO WEAR YOUR RUBBERS,
IT'S GETTING NASTY OUT THERE!

The Gateway

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Temporary closing idea called 'drastic measure'

By SUSAN SKORUPA
College Press Service

CHARLESTON, W. VA. — In perhaps the most dramatic effort to resolve budget crises afflicting public campuses in more than half the states, the West Virginia Board of Regents last week proposed temporarily shutting down 16 of its state campuses to save money.

The unprecedented shutdown, if approved, would shorten spring term by a week, eliminate the first of two summer sessions and leave 8,300 campus employees statewide without pay for five days.

Other states have cut the number of course sections offered, laid off administrators, limited enrollments, dropped athletic programs and even proposed closing single campuses to save money this year.

This is the first instance, however, of a proposal to close an entire educational system.

West Virginia's regents proposed the shutdown on April 7 in response to Gov. Arch Moore's order that all state agencies — including colleges and universities — reduce their spending by 20 percent through June 30.

"People can argue about the way the proposed cuts were made," said Jim Schneider, the board's finance director. "But the regents listened to the presidents from all 16 colleges, and developed the plan they thought was best."

Moore himself said he'd never approve such a plan.

"The governor let it be known this response was not acceptable, and sent the regents back to the drawing board," said John Price, Moore's press secretary.

The board will meet again in May to discuss an alternative plan, which could include using interest income from campus investments to offset the shortage.

Moore's response, however, came after many students and faculty — reacting to an Associated Press story that the shutdown was already approved — already had panicked.

"This affects lots of students who wanted to stay on this summer or who needed the first

summer session to graduate," said Chuck Scatterday, a West Virginia University sophomore, before hearing the proposal was not final.

"There's lots of concern and disorientation among students. I'm worried about the school's credibility, accreditation, and teacher and student recruitment," he said. "Lots of students have already told me they're considering applying to other universities out of state."

"We've been trying to hire people in our department," adds WVA associate math Prof. Betty Miller. "Do you think they are going to want to take a job in a system as unstable as this one?"

Even after hearing about the governor's response, an administrative aide at West Virginia Northern Community College reported the school will delay publicizing its spring term. "But we're making no plans to close early," she said.

While some education officials say Moore's budget cutting orders were hardly surprising in the face of West Virginia's depressed coal-based economy, others felt betrayed.

Moore earlier had proclaimed 1987 the "Year of Education," promising huge funding increases for primary and secondary schools and state-supported colleges.

So the cut "provoked lots of gallows humor," said C.T. Mitchell, Marshall University's director of university relations.

"The indicators for some time have pointed to the state economy entering a critical period, so the order to cut was really no great surprise. But in the lunch room today, I was hearing comments like, 'We voted for Moore and we're getting less.'"

And while Price, the governor's press secretary, hints the regents' move is a political protest of the cuts, Schneider argues the board had little alternative.

"It's inaccurate to say they were just 'firing for effect,'" he said. "We're talking about cutting ten-and-a-half million dollars out of two months. It was an honest effort."

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Playground equipment just in time Summer child care

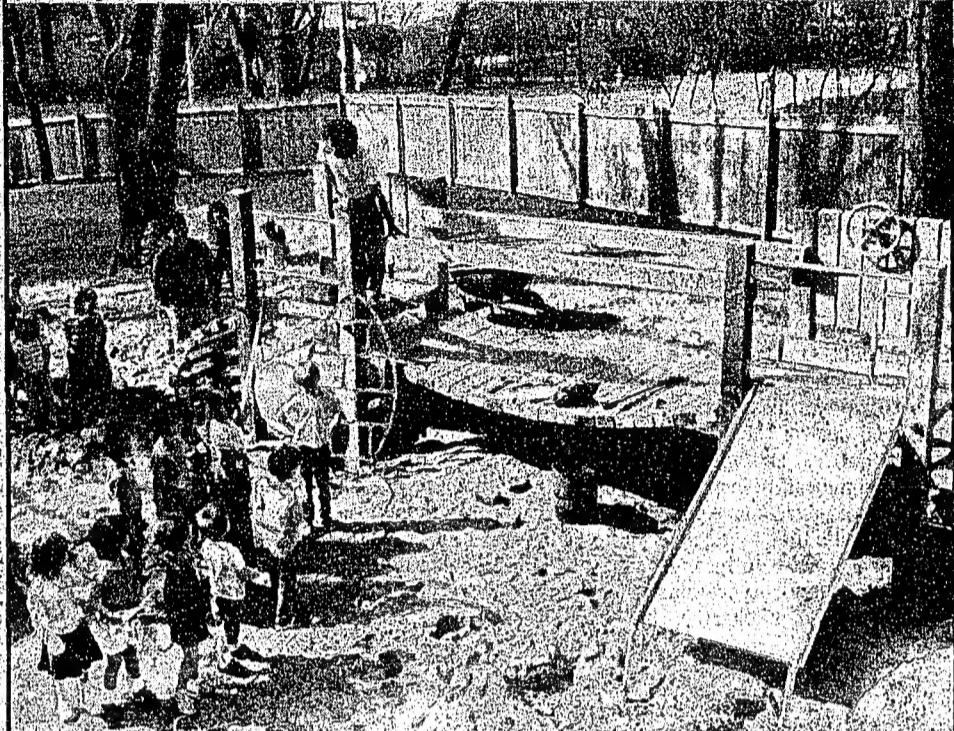


Photo by Scot Shugart

The playground equipment at the UNO Child Care Center was installed last Friday.

The UNO Child Care Center will be offering a "creative-intensive" pre-school program between the spring semester and summer sessions, as well as the regular summer program for children of UNO faculty, staff and students.

The interim program will include activities in creative art, movement and dramatics. The children will design and carry out their own creative projects, with the various media such as music and art supplies provided by the teachers, said Cheryl Moss, assistant director of the center. The program can accommodate between 10 and 20 children between the ages of 3 to 5 years old.

The program will run Tuesdays through Fridays beginning May 12 and ending May 30. There will be two sessions daily, one from 9 to 11:30 a.m. and the other from 1 to 3:30 p.m. Cost for the three week program is \$75. Additional child care may be arranged beyond the session times at \$1.50 per hour.

If room is still available May 6, children who do not have a direct affiliation with UNO will be allowed to enroll for this program.

The summer program will be based on the High/Scope philosophy of experience-based learning through play and activities, just as the fall and spring programs are.

Moss said the "language-based" High/Scope program allows children to plan their own activities for the day, which they are then encouraged to talk about.

At the UNO Child Care Center "pre-school is never a drudgery. It's pretty free and easy-going here," Moss said.

Special activities have been added for the summer, including a reading program for children five and older, an achievement awards program similar to scouting for school-age children, swimming lessons, field trips and activities with other child care centers.

Summer care will be extended to cover children through age 12, instead of the usual age six.

Registration for these programs and the fall semester began Monday. The center has a maximum capacity of 60 children at one time. "Our summer program is filling up, so people who want to get in should do it this week or early next week," Moss said.

For further information call 554-3398.

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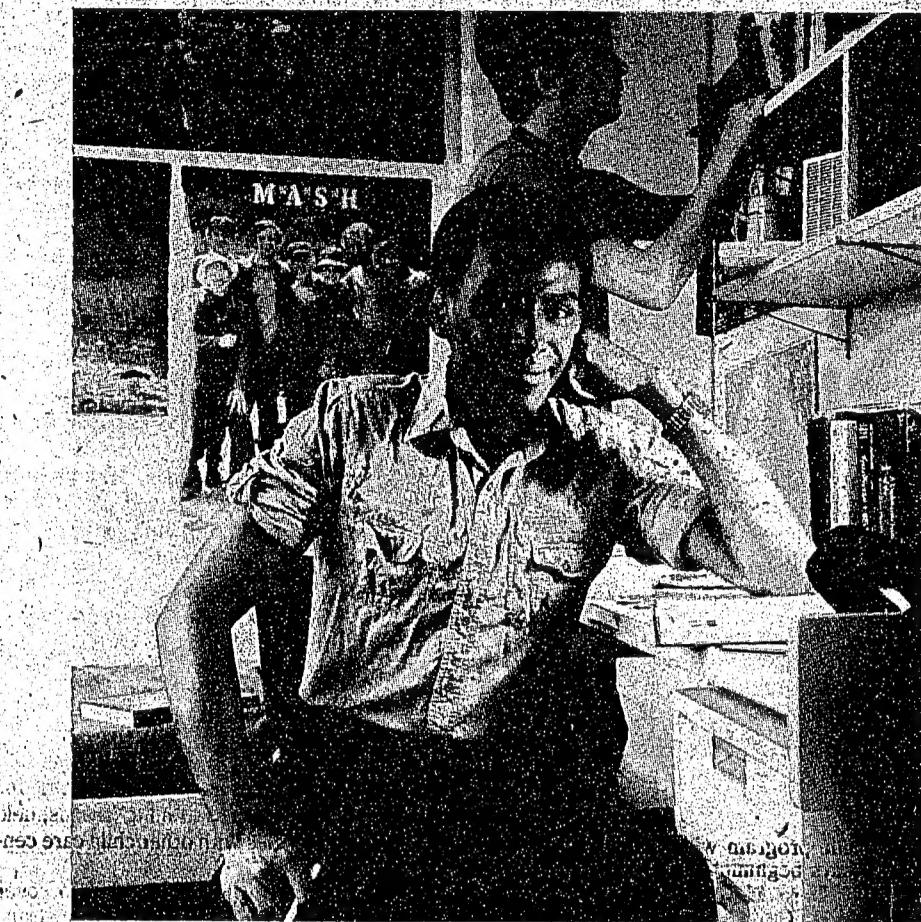
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Budget

Budget

(Continued from page 4)

"If the governor issued an order today to cut that much from next year's budget, there would be time to work out a different plan."

But despite reaction to the admittedly drastic measure, Schneider contends the early closures would have little effect on higher education.

"The shortened semester wouldn't hurt anyone much," he said. "And the first summer semester doesn't start until mid-June anyway, so it could only have been a matter of delaying it for two weeks until a new budget was approved."

"We anticipated tremendous reaction to the proposal, but we're worried about the national headlines it's provoked. When people all over the country read we're closing down our schools it indicates a huge problem. It's never been done anywhere before, and I'm sure we won't suggest it again."

UNO not alone

Most public campuses lack funds

(CPS) — The proposal to close West Virginia's 16 public campuses for a week to save money is probably the most dramatic evidence of the drastic financial condition of public campuses in more than half the states, but it is not an isolated incident of desperation.

Among some of the more recent examples of the budget crises that have afflicted public colleges and universities during this school year:

- In Texas, state legislators want to slash funding for higher education to help erase a budget deficit. Texas educators are asking them to restore funding at least to 1985 levels, warning that state campuses will suf-

fer a "slow and painful demise" if they don't.

- Northern Montana College plans to drop 22 "low quality, low demand" degree programs and 12 administrators to meet state budget proposals. The state board of regents says another plan to convert three state colleges into two-year institutions would save \$6 million a year.

- Alaska's state university system President Patrick O'Rourke wants to merge that state's community colleges with universities to help save money.

- University of Wisconsin regents fear the system will be forced to make massive enrollment cuts unless state lawmakers appropriate an additional \$72 million to UW

system coffers.

- Arizona's three state universities will cut the number of classes offered in fall 1988 to meet a six percent state budget cut.

- University of Nebraska officials fear a \$1.5 million budget cut could force them to fire tenured faculty members.

- Missouri's Lincoln University abolished 10 administrative positions to help cover a \$1.2 million deficit from last fiscal year.

- South Dakota public colleges and universities will trim costs \$850,000 by cutting spending for equipment and travel, and by not filling vacant job positions.

- Louisiana regents agreed to meet state budget shortfalls by cutting 218 degree programs from state institutions.

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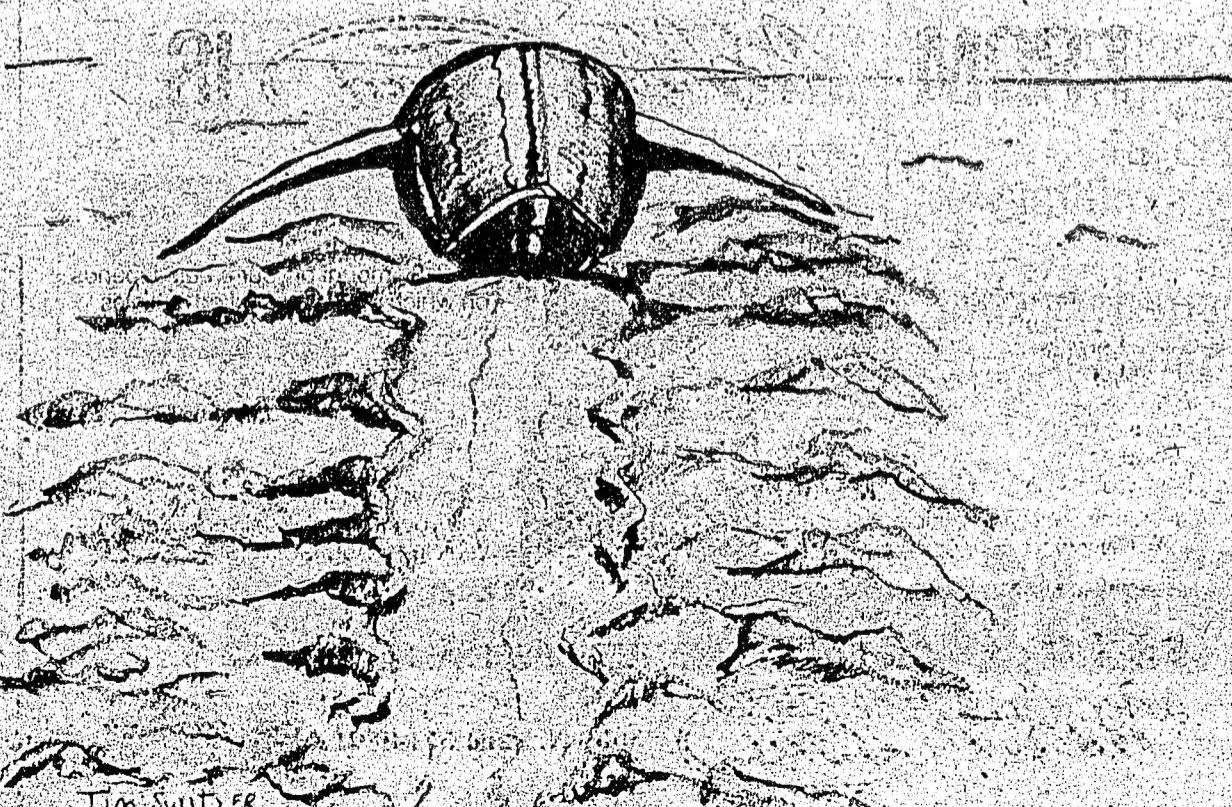
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News Briefs

Distinguished Professorships

Nominations for two Peter Kiewit Distinguished Professorships are open until Wednesday, April 29. Nominees must have three years' service at UNO at the time of the appointment and hold rank of full professor.

For additional information, call the Office of Academic Affairs at 554-2262.

Commencement

Spring commencement will be held Saturday, May 9, at 10 a.m. in the Field House. Faculty planning to attend should order academic regalia from the bookstore immediately.

Three-way stop

A new, three-way intersection will be established on Monday, April 27, on the circulation road at the intersection with the entrance to Lot L at the northwest corner of the Eppley Building.

Financial aid deadline

Friday, May 15, is the last day Requests for Financial Aid and Guaranteed Student Loan applications will be accepted for the 1987 summer sessions. Applications should be submitted as soon as possible to receive full consideration for available summer aid.

The 1987/88 Financial Aid Form must be on file before summer financial assistance can be processed. Grant, loan and college work-study aid is available for summer.

Guaranteed Student Loan applications for the 1987/88 academic year are also being accepted.

AIDS awareness

Student Government's AIDS Education Committee will hold AIDS Awareness Day Monday, April 27, from 11 a.m. to 1 p.m. in the Student Center ballroom.

John Weston, an epidemiologist with the Douglas County Health Department, will show a film and give a short presentation on AIDS. He will also be available to answer students' questions.

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Features

Homer's 'expands' to sell microwaves, stereos

Homer's

(continued from page 1)

started at the bottom and at the top," he said. "I was the guy who opened the door in the morning and the one who made the bank deposits."

Because their business was doing so well, they decided to expand and sell waterbeds. "That was one of the most successful products we've ever sold," Hoberman said. "And we never had to display them — we just kept them in the box and people bought them."

Two years later, the partnership decided to open a second store on 132nd and Center Streets to corner the West Omaha market. They borrowed money from the Small Business Association (SBA) to do this.

They were still buying their records from Records & Tapes Inc., but Hoberman said this arrangement was no longer working. "We continued to grow, but he didn't," Hoberman said. "We weren't trying to get big, but we wanted to get good."

As an attempt to solve the problem, they began to do business with a number of distributors, but this only complicated matters.

"Then I had an idea," Hoberman said. "I thought that if we could get into distributing with a retail bent, we could really make money."

So he said they badgered the man at Records & Tapes Inc. to let them buy his wholesale company. After a while, the man gave in. Now all they had to do was come up with \$25,000.

"I tried to borrow money from banks all over town," Hoberman said. "And they all turned me down. If you go into a bank for a loan to pay your bills, they won't give you a dime, but if you've got all the money you need, they're willing to give you more."

Because of this, Hoberman said he now goes to the bank when times are good to negotiate his line of credit. "Then I have the money when I need it," he said.

Their last hope was the Nebraska Business Development Corporation in Lincoln, Neb. This corporation was founded with the purpose of providing jobs for Nebraskans. And here they met with success.

In 1976 the partnership bought the wholesale business from Records & Tapes Inc.

"I thought the wholesale business was just an extension of the retail business," Hoberman said. "Boy was I wrong. I had no prior business experience and had one hell of a time communicating with the business people around me."

He said the communication gap was especially bad in the area of finance.

To get around this obstacle, Hoberman went to UNO's bookstore and bought the book used in Accounting 101.

"I found grasping it easier this time since I could apply it to my real-life situation," Hoberman said. "So I sat with the accounting book in one hand and my numbers in the other and juggled them back and forth until I figured out what was going on."

Above all, Hoberman said it is important to know what business you're in. "We decided we were in the home entertainment business, not just the music business," he said.

"You've got to look at the big picture. You've got to think ahead. There's always going to be change," he said, "and you've got to be ready for that."

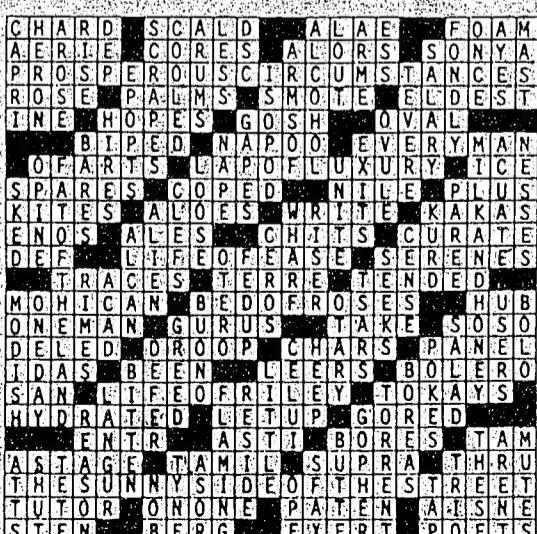
Because of their new vision, Homer's again expanded. They were now selling microwave ovens, car stereos and video cassette recorders.

His wholesale business, called RTI Inc., is located on 135th and I Streets. They also have a smaller wholesale outlet in southern Missouri.

"In the wholesale business, we sell a commodity," Hoberman said. "Our products can be bought anywhere by anybody. So we say, 'it's not what we sell but how we sell it' that separates us from our competition. We simply out perform everybody else in our field."

Hoberman then opened two more retail stores; one at 90th and Fort Streets in 1984 and the other in Bellevue in 1986.

Give up?
Answers to
Wednesday's Puzzle



However, he said the Bellevue store was opened mainly because of competition. "Great American Music had come to town and was going to expand in the Bellevue area," he said. (They are located on 84th and Center.)

"The guy who owned the store was good at what he did," Hoberman said, "and I wanted to beat him to the location."

But Hoberman said the real key in business is learning to sell away from price. "Location is important," he said. "Store selection is important. But how we handle customers is very important. Maybe we're a little more money," he said, "but maybe we're worth it. Price is important, but it isn't the only reason people shop at a store."

After being in business for eleven years, Hoberman decided to go back to school.

"Before I went into business, I wanted to spend my life on a college campus," Hoberman said. "I still had 15 hours to go to get my master's degree in Renaissance Literature."

So he enrolled in the Harvard University's degree program for small business owners.

"I just wanted to go back to school," he said. "I wanted to carry books, take tests and be on campus again."

But now back in Omaha he says the stigma of being a Harvard graduate is sometimes hard to live with.

"When I make a good decision people tell me, 'Oh, you must have learned that at Harvard.' Then when I make a bad decision they say, 'Didn't you learn anything at Harvard?'" Hoberman said.

"I want challenges in life," he said. "I just turned 40. I don't know what that means, but everyone seems to think it's a big deal."

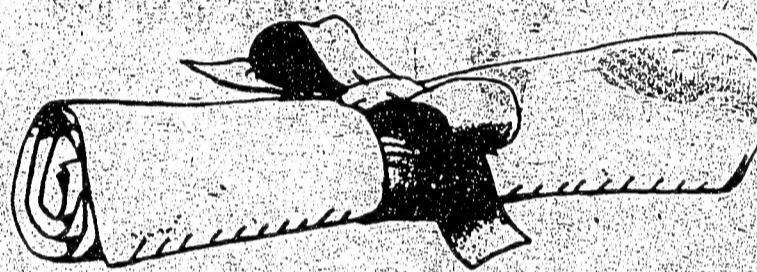
Hoberman said he is now thinking about trying his hand at something new. "By the time I'm 65, I want to have done a lot of things in my life. I don't want to stay in the record business forever," he said. "One day I'll probably step down." Hoberman said he also might like to teach.

"I am lucky to be married to a woman who understands that there is no balance between a personal life and a business life," he said. "In the early years, I would often spend 80 hours a week at work, but I still made time to take my kids to a ball game."

Now Hoberman said he's coasting. "My managers are doing a lot of the work I used to do so I can spend more time with my family."

"What I've come to realize is that we live in a great country. I know it sounds corny," he said, "but where else can a kid like me with big dreams and \$3,000 have a chance to make it in the business world?"

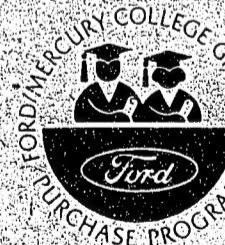
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April 24 through 30

Friday 24th

- Student Programming Organization (SPO) Spring Film Series, "Dance With a Stranger," Eppley Auditorium, 7 and 9:30 p.m. today and tomorrow.
- CSBS, third floor Student Center, 11 to 11:50 a.m.
- Douglas Horacek, UNO graduate, will speak on the "Percolation Theory: An application of Fractals to Physics," Arts and Sciences Hall, 3 p.m.
- UNO Choir performance, St. Cecilia's Cathedral, 701 N. 40th St., 8 p.m.

Saturday 25th

- Beginning and Intermediate Rock Climbing, HPER Outdoor Venture Center.
- Intramural Golf Tournament, HPER Building.
- University Orchestra Concert, Strauss Performing Arts Center, Recital Hall, 8 p.m.
- "Know Omaha Day," Omaha History Heritage Museum, 10 a.m. to 3:30 p.m. Admission is \$2 for adults and \$1 for children.
- "Vanishing Venus Breakfast," Neale Woods Nature Center, 5:30 a.m.
- "Jack-in-the-Pulpit Hike," Fontenelle Forest Nature Center, 2 p.m.

Sunday 26th

- John Warren, Faculty Recital, Strauss Performing Arts

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Center, 3 p.m.

- Student Programming Organization (SPO) Spring Film Series, "Peeping Tom," 4 and 7 p.m., Eppley Auditorium.
- "Seasons of the Prairie: Prairie Fire Ecology," Neale Woods Nature Center, 2 p.m.
- "Astronomy Watch," Neale Woods Nature Center, 7:30 p.m.
- "Wildflower Wander," Fontenelle Forest Nature Center, 2 p.m.
- Pi Gamma Mu, Social Science Honorary, Annual Awards and Initiation. Contact the Political Science Department for more information.

Tuesday 28th

- Symphonic Band, Outdoor Pops Concert, Strauss Performing Arts Center, 6 p.m.

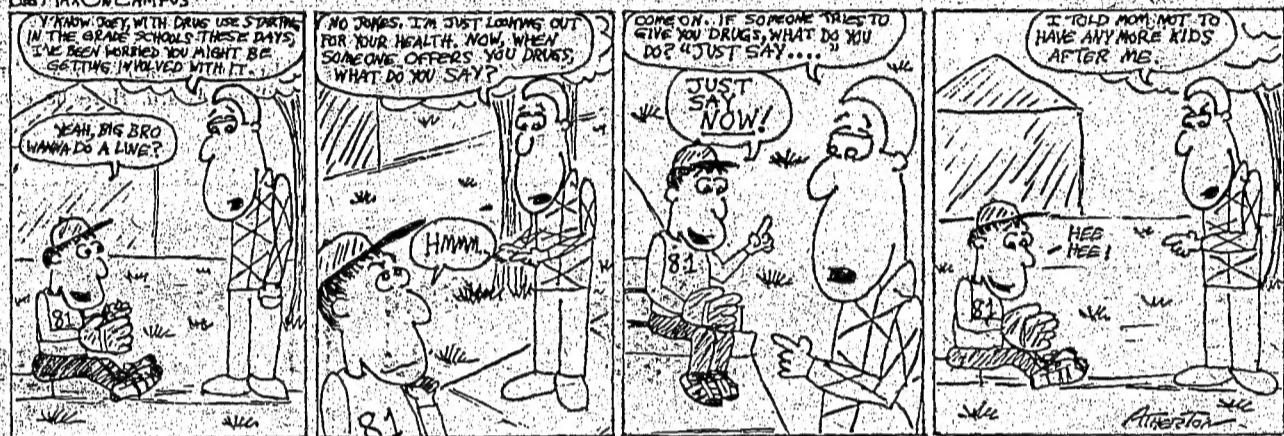
Wednesday 29th

- Christian Literature Table, Student Center, Nebraska Room, 11 to 11:50 a.m.
- Elie Wiesel, Civic Auditorium, 7:30 p.m. Tickets are available at the UNO Box Office. Student Admission \$2, general public \$3.
- Criminal Justice Conference, "Criminal Careers and Career Criminals," today and tomorrow. Contact Ineke Marshall at x3589 for more information.

Thursday 30th

- Student Senate Meeting, Student Center 3rd floor, 7 p.m.
- College of Business Administration Student Advisory Board Meeting, Student Center 3rd floor, 11 to 11:50 a.m.
- Concert with Karl Husa, Strauss Performing Arts Center, 8 p.m.

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'Project X' succeeds in telling an engrossing tale

By ELIZABETH TAPE
Staff Reviewer

Here's a novelty: a film that I enjoyed: "Project X." Not that anyone would consider this film great movie making, or that it will go down in any annals of particularly memorable films, but it accomplishes what it sets out to do: tell an engrossing tale. And while the film makes little pretense to be anything more than an in-

We follow the progress of a chimpanzee (named Virgil by his captors) to a university psychology department where he becomes the project of Teri (Helen Hunt), a student interested in teaching him sign-language and observing him. Virgil exudes charisma; in an instant, we like him and feel concern for him along with Teri. He learns quickly, makes remarkable progress, and eloquently communicates a yearning to return to the wild. More problems arise when the Federal Government denies Teri's grant and Virgil is sent off to the Houston Children's Zoo.

Or is he? Actually, he arrives at an Air Force Station that concentrates on pilot training. Here, we are introduced to Jimmy Garrett (Matthew Broderick), a well-intentioned, capable pilot-in-training who is presently in jail after having "borrowed" an aircraft to impress a young woman. As punishment, he is sent off to the pilot training area, where he meets with Virgil and a host of other chimpanzees. He too is taken in by their charm and realizes that Virgil manifests some special attributes. The film recounts his experiences and discoveries

about the surrounding military establishment. It also shows some major decisions he makes regarding his personal priorities.

The film holds one's attention from beginning to end. The creation of strong empathy for Virgil and his cohorts enhanced the hold the film establishes over its audience. One could argue that using the delightful and disarming chimpanzees as main characters provides the film with an unfair advantage for creating audience attention. Yet somehow, this film avoids overusing it. In fact, one of the highlights of the film is its convincing portrait of the language that these chimpanzees share, as well as their sense of community and mutual commitment.

Though one could comment on the predictability of this film's outcome, it effectively manipulates its audience so that one does not notice it or become irritated. And if this film slightly reminds its audience of "War Games," it is because the producers here were that film's authors.

Broderick's performance shines. His career has consisted of innumerable successes, notably that in Neil Simon's semi-autobiographical "Brighton Beach Memoirs," for which he won a Tony Award. Here he exhibits remarkable

capacities to communicate emotions and reactions to events around him with his intense glances and wonderful facial expressions. Though the content of "Project X" does not comprise adequate challenges for Broderick's abilities, he does get the chance to evidence some of his impressive skills.

The performances of the chimpanzees (and real chimpanzees were used throughout) constitute a major portion of the film's content, and very satisfactorily so.

The film maintains a fine line between effectively communicating of emotion and outright manipulation of its audience. Though some might argue that it passes over to manipulation at times, on the whole it communicates emotion quite well. In one scene, in particular, Virgil makes a horrifying discovery, powerfully communicated by a simple and brief sequence of images through which we not only intellectually understand his perceptions but feel enormous empathy with him.

"Project X" is a fast-paced, intriguing film which creates enormous empathy for its simian protagonist and provides absorbing narrative. One word of caution: as "Project X" includes several emotionally wrenching scenes, it may not be appropriate for young children.

Review

volving narrative, it does take a political stand critical of the military.

"Project X" opens with an extended idyllic sequence of jungle animals enjoying their lives in the African wilds. With stunning cinematography, the film effectively communicates that this is where these animals belong. Their peace is abruptly shattered with the appearance of a hunter, who draws his weapon as the scene suddenly ends.



Photos courtesy of Twentieth Century Fox

Virgil, a chimpanzee who can communicate in sign language, is featured in Twentieth Century Fox's "Project X."



Matthew Broderick becomes involved with a highly intelligent chimp named Virgil in the suspense-drama "Project X."

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Sports

Beth Wedige gives UNO split with fifth straight win

The puzzlement continues for UNO softball Coach Chris Miller.

"I've tried everything," Miner said. "Begging, threats, promises and punishment. The way they look in games is not the way they look in practice. They can do it, they just aren't."

The Lady Mavs continued their season-long habit of splitting double-headers when they tangled with South Dakota State last Tuesday. SDSU took the opener 1-0 to spoil Lady Mav freshman

Deb Krause's pitching debut. UNO took the nightcap 4-0.

UNO fell to 14-17 overall, 6-2 in the NCC.

"South Dakota State is a good team, but not that great," Miner said. "We're just not coming through with the big hit when we need it. That's definitely our weak area: getting the key hit when we need it."

SDSU only totalled three hits off Krause in her first varsity start. The Jacks scored in the third on two walks and a single.

Beth Wedige earned her fifth straight win with her third shutout of the season in the second game. Wedige is now 7-8. "She was a hard-luck pitcher for us earlier this year," Miner said. "She should have a better record than that."

Crystal Wever had the big blow in UNO's decisive third inning with a run-scoring triple. Terri Knecht singled in Wever for a 2-0 lead.

"Our defense played super," Miner said. "Earlier in the year it was a weak area, but lately we've played well in the field."

Miner said that this year's team could still accomplish a lot of the goals they set for themselves.

"We could possibly take the NCCs," Miner said. "That's not down the drain at all. But we've got to get our hitting shoes on. We keep getting runners on second or third and we don't bring them home."

"Last year we went great guns all season long," Miner continued. "And we went to the NCCs and thought we had them. But we lost."

"This group has the potential to win it. We're hoping we can turn it around right there."

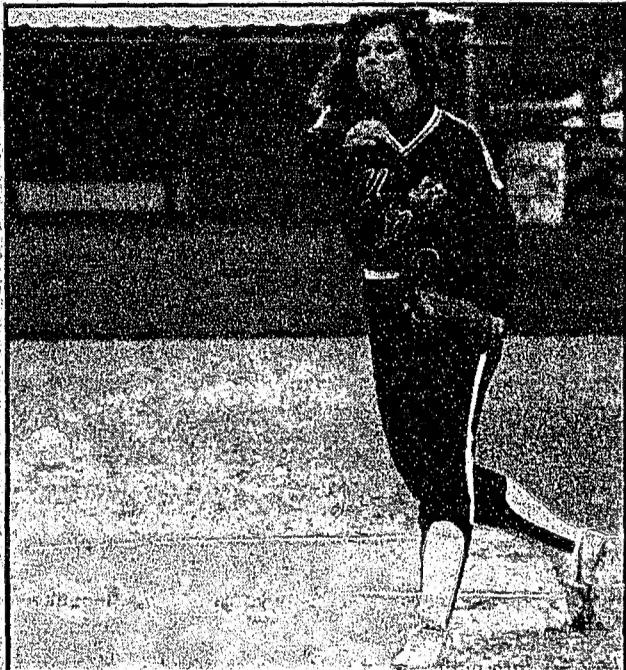


Photo by Akitoshi Kizaki

Beth Wedige won her fifth straight game with a shutout over South Dakota State.

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Mav athletes 'chill out' waiting for summer break

By TERRY O'CONNOR
Sports Editor

Saturday's Red-White football scrimmage will mean last call for players hoping to make a move on Coach Sandy Buda's depth chart until practice resumes Aug. 11.

The game will pit the No. 1 offense and No. 2 defense against the No. 2 offense and the No. 1 defense in a match with all the ingredients for a close game.

"The defense could dominate," Buda said. "But the offense has shown they can move the football. It should be a great game."

Last year in a tense defensive struggle, the Reds used a 2-yard run late in the third quarter by Steve Macaitis to stave off the Whites 14-7.

"Positions can be lost in this game," Buda said. "But remember, you've still got 29 practices and four scrimmages before we play a game in the fall."

"What I'm looking for is for the players to

execute and have fun playing college football."

Todd Sadler will lead the No. 1 offense with Rick Gales his leading rusher. In three previous scrimmages, Sadler has connected on 18 of 28 passes for 256 yards and a 64 percent completion rate. Sadler's poorest outing was his last, when he hit on three of eight passes for 56 yards and two interceptions.

Gales has improved every time out, as he leads the UNO runners with 204 yards on 18 carries for an 11.3 yards per carry average. He provided the only two offensive scores in the third scrimmage bursting 54 yards for a score against the top defense and also pinching in on a 6-yard score.

Three seniors have the edge in offensive receptions. Tim Krof has five catches for 133 yards and Tim Williamson has three for 74 yards. Both will play for the Reds.

Senior Rick Majerus will also have dangerous threats at the wide outs. Senior Terry Allen, a former North Central Conference all star, and Bobby Gordon, last year's leading UNO re-

ceiver, will line up for the Whites. Allen has the most catches this fall with six.

On defense, Buda said the Mavs could be dominating once again.

"The defense didn't let us know how good our offense was last year, because they stopped the plays before they developed," Buda said.

The Mavs have what appears to be an outstanding linebacking corps once again led by returning all-North Central Conference selection Darin Lintner. Lintner missed last year with a broken leg but "seems to be recovering," Buda said.

Rob Shaw and Mike Zeplin along with speedy Mike McDonnell give the Reds three heavy hitters on defense. "Shaw may be playing a little better than Lintner right now," Buda said.

Six players will be held out of the 1:30 p.m. scrimmage at Al Caniglia Field.

Senior offensive tackle Jon Enhglehardt is out with a dislocated elbow; junior center Dan Brockhaus has a strained knee; James Martin, a hernia. Three players have had arthroscopic surgery on their knees this spring. Sophomore running back Jeff Smith, freshman defensive back Mark McElvy, and sophomore defensive tackle Don Carey are expected back in the fall.



Photo by Akitoshi Kizaki

Rick Gales, No. 23 with ball, cuts upfield on his way to a 54-yard touchdown against the No. 1 defense.

UNOTES

The UNO women's athletic department is happy with the way things are shaping up for the second annual Women's Walk. Over 400 runners have pledged to be there, up from 84 last year. The Walk raises money for scholarships for the Lady Mavs. The Walk begins at 10:30 a.m. at Al Caniglia Field and lasts a half hour. "This could be a major fund raiser for us," UNO women's athletic director Connie Claussen said. "We raised \$12,000 last year, and this year we hope to top \$20,000."

* * * * *

Laura J. Anderson, the all-everything of the

Lady Mavs basketball team, has been chosen as this year's College World Series queen.

* * * * *

UNO has six summer sports clinics planned for this year. Age requirements differ for each sport and information and registration can be obtained from the UNO Athletic Department. The clinics and dates are: Baseball, June 8-12 and June 15-19; Wrestling, June 15-19; Girl's basketball, June 22-26 and July 1-3; Boy's basketball, July 6-10 and July 13-17; Volleyball, July 20-24, 27-31 and Aug. 1-5; Athletic training, July 27-30. For more information, call 554-2300.

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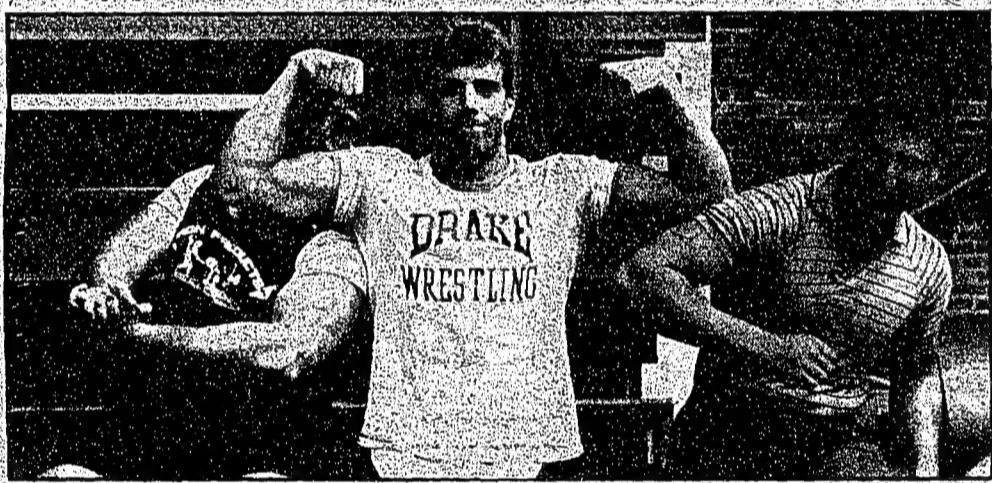
May athletes' chill out' waiting for summer break



Above: "Chillin'" best describes these Mav basketball players gathered around an ice cooler in the Field House. Seated on the ground is Troy Teichmeyer and, moving clockwise, is Neil Johnson, Bryan Muellner, Milton Shobe, and Tom Thompson. Dan Archie is inside the cooler.



Does this man have a leg to stand on? Football player John Sunderland thinks he has one to show off.



Due to scheduling conflicts, wrestling, track and baseball teams were not available for photographing.

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